

Guerilla marketing methods to increase hand hygiene awareness in healthcare workers in Romania

Well intended manipulation tactics

Wien 2019

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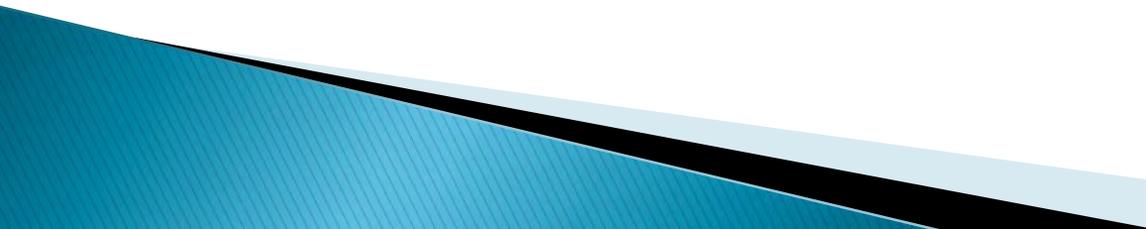
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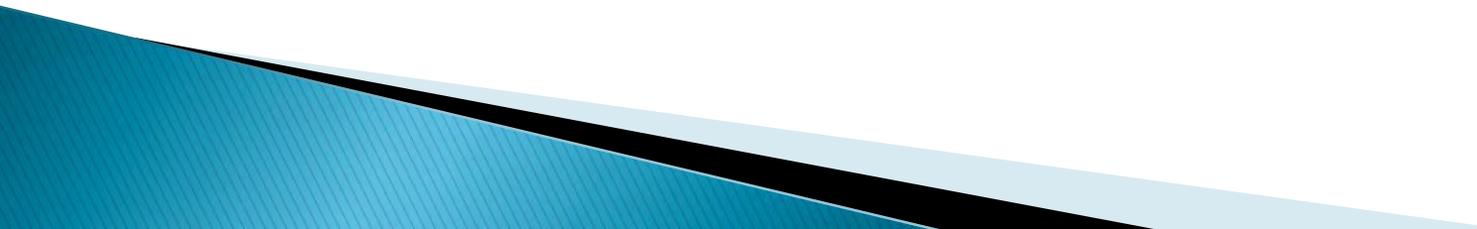
Hand hygiene – where are we now in Romania?

- ▶ Healthcare workers are required to comply with the hand hygiene standards in order to provide a safe care for patients.

BUT

- ▶ Hand hygiene awareness is extremely low among healthcare workers
 - ▶ Public (in general) awareness is also extremely low
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General public awareness

- ▶ Media document analysis for the last 12 months: 96 critical events (38 in the first 6 months, 58 in the last 6 months) (some covering deaths by nosocomial infections) – only marginal mention of HAND HYGIENE importance
 - ▶ NOT even in official Ministry of Health press releases
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Healthcare workers awareness

- ▶ Two hospitals: 1. *“Niculae Stancioiu” Heart Institute, Cluj-Napoca* and 2. *“Dr. Eugen Nicoara” Municipal Hospital, Reghin*
 - ▶ Approx 1500 healthcare workers
 - ▶ 5 pre-intervention focus-groups / 5 post-intervention focus groups
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Why?

- ▶ Reason no 1: "Hand hygiene? It's not a problem in this hospital!"
 - ▶ Reason no 2: "I am busy! I don't have time to wash my hands!"
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Why? (cont.)

- ▶ Reason no 3: "There's never any soap/towels/alcohol rub!"
 - ▶ Reason no 4: "That is how I wash/disinfect my hands? I didn't know there is a standard technique!"
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What we did

- ▶ We implemented a hand hygiene program using guerilla marketing principles with the aim of increasing hand hygiene awareness. The program was piloted in two hospitals in Romania. Our study design was cross sectional with a pre and post testing strategy.
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What is that?

- ▶ **Guerrilla Marketing** is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results.
- ▶ The original term was coined by *Jay Conrad Levinson* in his 1984 book *'Guerrilla Advertising'*.
- ▶ High energy and imagination.
- ▶ Taking the consumer by surprise,
- ▶ Make an powerful impression
- ▶ Strike at a more personal and memorable level.

“Guerrilla marketing” tactics

What do I bring home? Who is waiting for me?



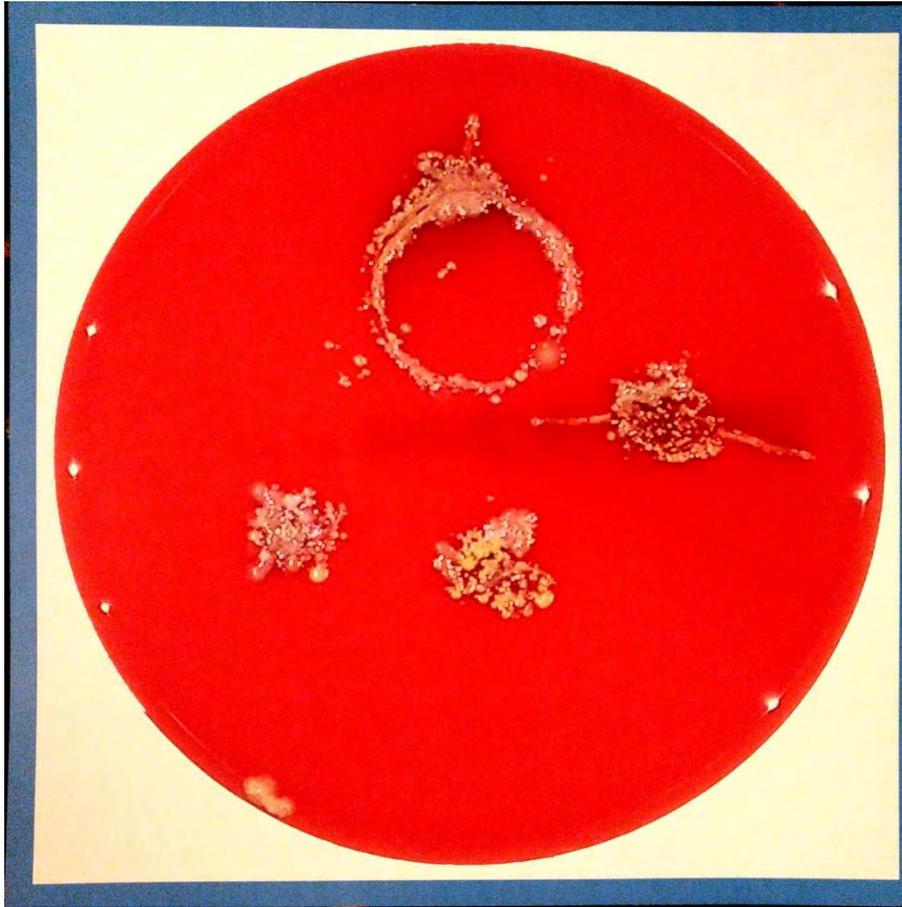
What do I bring home?

- ▶ Love, joy, communication, energy, warmth, playfulness

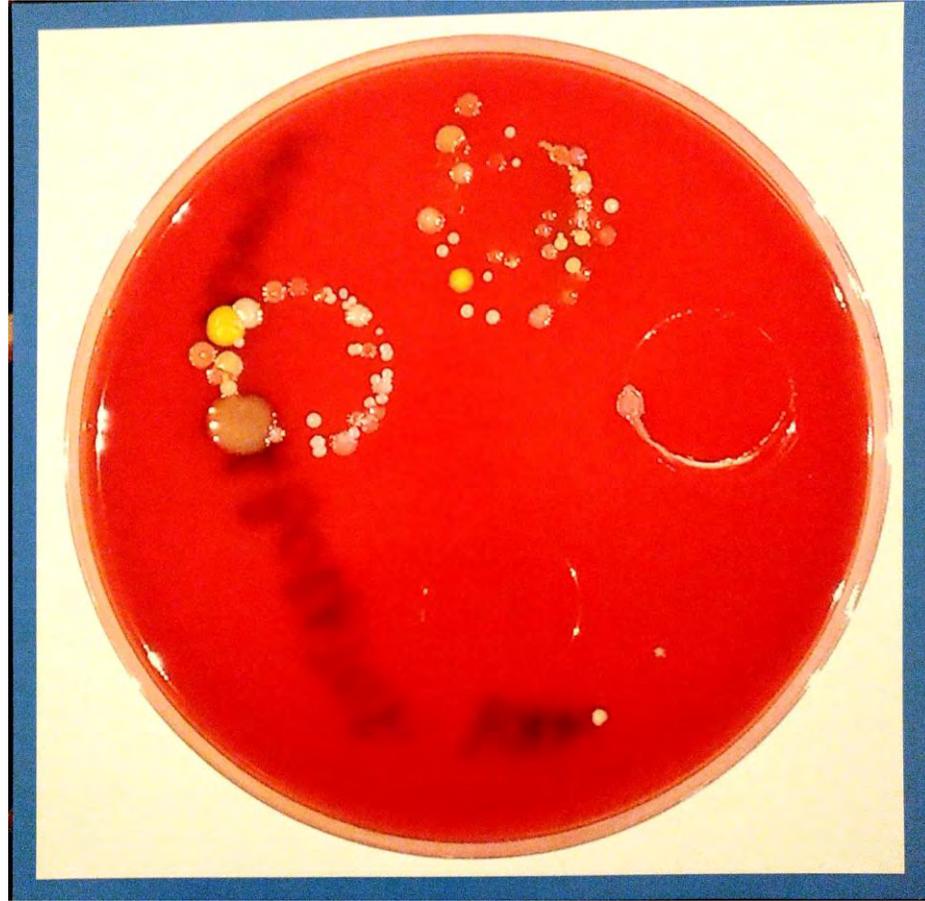
What else do I bring home?

- ▶ Food, toilet paper, pens, books...

And the list goes on and on...







What do YOU bring home from work?

?



Messages – Hand hygiene makes the difference!

- ▶ Healer / killer hands!
 - ▶ For your patients, these could be lethal weapons!
 - ▶ Dr. Jekyll OR Dr. Hyde! It's up to you, Doc!
 - ▶ You take away my sickness with one hand! Don't give it back with both!
 - ▶ Healer for somebody! Killer for somebody!
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To do!

- ▶ Involve local leaders!
 - ▶ Talk to people! Make it personal!
 - ▶ Set example: no jewelries and use alcohol hand rub!
 - ▶ Give constant feed-back!
 - ▶ Involve top management!
 - ▶ Constant change in your communication channels, messages
 - ▶ Inspire others to replicate your work!
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- ▶ Our findings suggest that perceived self-interest is a greater driver of behavior than the benefit to patients.

